

BUSINESS STRATEGY *Coaching Program*

Secrets Revealed to
Create, Run and Grow a
Wildly Profitable Business



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A Message from Nancy Drew

Dear Business Owner and Future Business Owners!

Congratulations! You are investing in your future and by implementing the steps in IGNITE! You will be creating a dynamic, healthy, wealthy business. You hold in your hands your own business step-by-step guide with clear direction and PROVEN, easy-to-implement plans that teach you EXACTLY how to make money with your expertise.

This is a workbook, so get prepared to apply your learning and work through new business concepts that have created proven, powerful results for other business owners just like you. In the comfort of your own home and on your own time, you will create a winning business plan that will allow you to move away from working a typical 9 to 5 job and open up a world of fun-filled opportunities. Get ready – you'll be up and running before you know it! This plan puts your dreams into place **FAST!**

Even though I may not have met you yet, I admire and respect you for taking action and responsibility for your success and getting the tools you need to ensure this happens. You're finally ready to IGNITE! your business! This eight chapter, eight CD workbook will show you how to get breakthrough results without feeling aggressive and salesy. I supply you with templates to easily get your message out into the marketplace and you'll also find free resources to use in your business that will save you thousands of dollars! It's time to get paid for your passion. Get ready to build more **MONEY, TIME** and **FREEDOM!**

To your success & happiness,

Nancy
Nancy Drew

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Session 1: Dream BIG—Center Your Attention on Achieving Your Dreams

In session one, we are going to:

- Explore how to get yourself to take action
- Align your mindset with your income goals
- Discover the secrets to overcoming obstacles
- Focus on the most effective business growth activities

Getting Into Action

When you know in clear, compelling detail what you want, your subconscious focuses on and recognizes opportunity. You begin moving forward, because you are aware and paying attention to what you need.

To achieve massive income growth, you need to be crystal clear about what you want, and massively clear about the details for getting it. Are you willing to get that clear? If so, let's go!

Calculate Your BIG Income Goal

1. The first step to take is to be very clear about what MASSIVE INCOME GROWTH means to you and what kind of activities will make that happen.

- What is your current **post-tax** (spendable) income? \$ _____/mo.
- What monthly **post-tax** income would give you the lifestyle you want?
Convert that to an annual goal.

\$ _____/mo. x 12 = _____ annual goal.

Calculate Your BIG Income Goal, continued

2. Now let's work backwards to figure out what that means in terms of sales:

- Annual income goal x 70% (after tax) = \$ _____ (Oops! Not enough.)
- Recalculate your income goal to give you the same income after accounting for a 30% tax bracket:

Annual income goal _____ \div .7 = \$ _____

- Average Sale from each product or per unit: \$ _____
- Number of sales to hit your goal: (Goal \div Ave Sale) _____
- Divide by 12 to get number of sales needed monthly: _____

Example:

- Annual goal (post tax): **\$80,000**
- Income goal: $\$80,000 \times 70\% = \mathbf{\$56,000}$ (Oops—not enough!)
- Recalculate: $\$80,000 \div .7 = \mathbf{\$114,285}$ (new income goal)
- Average Sale: \$80
- Number of sales to hit goal: 1,429. Divide by 12 for monthly sales = **119**

Analysis

This exercise gives you a clearer picture of what you need to be doing to reach your income goals. If you're selling \$80 products, is it feasible to sell 119 of them each month?

Do you need to find a higher-priced offering? Can you add products that will increase your average sale value? Or simply raise your prices?

Focus on Your Big WHY

In addition to your income goal, you have to stay focused on your purpose...income is not enough to drive you to succeed! We've all heard the claims of "Do what you love and the money will follow."

Now you have to ask yourself, "What do I love about what I'm doing to make money?"

Answer WIIFM (what's in it for me) questions about your business:

- *Why this business and not another one?*

- *How does my business satisfy me intrinsically? (appeal to my personality or nature)*

Your Big WHY, continued

- *How will this business help me achieve the life I want?*

*The Significance of a man is not in what he attains,
but in what he longs to attain. ~ Kahlil Giran*

Hone in on Your Business Goals

People don't achieve their business goals mostly because they haven't decided what they really want to be doing. Because they haven't defined their goals, they can't describe the clear and compelling details. And if they can't describe the details, how can their minds know where to begin looking, seeing and hearing?

If you've been half-heartedly going about your business, or have felt any doubts about whether you're doing the right thing or not, the questions you just answered, combined with the exercise below, will help you find the target.

Don't be afraid to make adjustments to your goals. It doesn't make sense to get to the top of the ladder and then realize that you're on the wrong ladder!

Setting Business Goals—Instructions:

On the following pages, you'll find descriptions of four different stages of business development.

1. Read each description and pick the one that best fits where your business is at right now.

- *Which best describes you?*

2. Read the Growth Strategies recommended for your stage.
3. Use the grid following the descriptions to plan your growth strategy.

The Stage My Business Is At

Stage 1: Entering the Business World

You're new to the business world and have a few clients. You're excited to be in business but you don't have a lot of hands-on, practical expertise to fall back on in regard to business skills, marketing and being an entrepreneur.

Growth Strategies

Become an expert at your business and practice, practice, practice – even if you're working for free, do it. The more you are doing what you love, the better you will become and the more exposure you will gain.

Work those existing relationships to get new clients and network! Look for centers of influence who will introduce you to large groups of people

Create a referral program to help you network and help your friends refer business to you.

Work with a proven business coach and learn business basics.

Stage 2: Part of the Business Scene

You're part of the business world but you don't have enough revenue to fully support both yourself and your business yet. You're still trying to learn more about business, marketing and pricing to grow your company.

Growth Strategies

Increase your income so you are self-sufficient. Increase your rates by 15% to 20% – these are small increases your clients can manage.

Be very clear in your marketing message and select a target audience to market to.

Work on your business offering, strategize to close sales in your funnel, develop passive income revenue, develop group offerings and fine tune your programs.

Run a high volume referral program.

Set up online payment options.

Work with a mentor or coach to develop the business skills you lack.

The Stage My Business Is At, continued

Stage 3: Expert Status

You have a full business and earn enough to support your personal and business lives. You are regarded as an expert in your field.

Growth Strategies

Create systems, computerize and automate everything in your business – free up your personal time to focus on building other areas of the company

Outsource what you can and focus on building your team

Upgrade your marketing materials and website – ensure consistent branding of both.

Focus on building your prospect list, look for joint venture opportunities to increase exposure.

Introduce high ticket items into your business.

Work with business one-on-one mentor – develop a plan and measure your results.

Stage 4: The Big Fish

You're earning multiple six figures. You have refined your programs and are looking at doing something on a bigger scale. You have a network of strong contacts that can help you launch your business to the next level.

Growth Strategies

Run your business like a seven figure business owner.


Develop multiple revenue streams such as information products, eBooks, audios, group sessions, live events, retreats, etc. Focus on creating once and selling multiple times. Give clients multiple services for their growing needs.

Speak at high caliber events.

Get more media coverage, editorials, feature articles or expert advice exposure.

Work with a proven business coach and business program.

Business Goals Chart

	Stage of business growth I'll be in	Total annual income	Services, products & programs offered	My team will consist of these members	I'll need help with these types of clients, joint venture partners, etc.	My time will be best spent doing these activities
3 years from now						
1 year from now						
60 days from now						

Additional Soul-Searching Goal Questions

Here are some additional compelling questions to answer about your business goals and vision. Spend some time in solitude answering these questions in your journal. Perhaps go back and revisit your Business Goals Chart afterward and make adjustments, if needed.

- *What will I do with my money once I've achieved my income goal?*

- *How will my family fit into my business?*

Soul-Searching Goal Questions, continued

- *What are my stretch goals—those that are a bit beyond me now, but with effort I can reach?*

- *What am I afraid of, related to this business I've chosen?*

Soul-Searching Goal Questions, continued

- *Who can help me?*

- *What do I need to learn about?*

Creating your MAP—your Massive Action Plan

Before laying out your massive action plan, you'll want to go through all phases of this coaching program. At the end of this course, we will revisit these business goals. Chances are, some of them will have changed.

Session 2: Appeal to Customers through Exceptional Branding

- What exactly is brand marketing?
- How to build credibility
- Clear, concise messages that pull in your ideal customer!
- Stop the confusion – where and how to start marketing

Branding Is about Presence

Branding is not just a *thing*. It is many things combined...positioning, marketing, message, and passion. Branding is how you show up in the marketplace. Are your customers *seeing* you?

The American Marketing Association defines “brand” as “a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.”

The goal of branding is not to get your target market to choose you over your competition, but to get your prospects to see you as the **ONLY** one that can provide a solution to their problem. A good brand will:

- *Deliver the message clearly*
- *Confirm your credibility*
- *Connect with your prospects emotionally*
- *Motivate buyers*
- *Develop “user loyalty”*

In the following pages, you’re going to do exercises to develop your brand. You will work on positioning, messaging, and storytelling as it relates to your business.